

## CLAIMS

What is claimed is:

- 1 1. A method for managing an entertainment media supply chain utilizing a network,  
2 comprising:
  - 3 a) receiving data from a plurality of entertainment media outlets of an entertainment  
4 media supply chain utilizing a network, the data relating to the sale of  
5 entertainment media by the entertainment media outlets;
  - 6 b) generating an electronic order form based on the data for ordering entertainment  
7 media from an entertainment media distributor of the entertainment media supply  
8 chain;
  - 9 c) transmitting the data to the entertainment media distributor of the entertainment  
10 media supply chain utilizing the network;
  - 11 d) transmitting the data to an entertainment media supplier of the entertainment  
12 media supply chain utilizing the network; and
  - 13 e) forecasting activity in the entertainment media supply chain utilizing the data.
- 1 2. The method of claim 1, wherein the data is parsed to match each of a plurality of  
2 entertainment media distributors and entertainment media suppliers.
- 1 3. The method of claim 2, wherein the data is made accessible to the entertainment  
2 media outlets, the entertainment media distributor, the entertainment media  
3 supplier via a network-based interface.
- 1 4. The method of claim 3, wherein the data is accessible to the entertainment media  
2 distributor and the entertainment media supplier only after verification of an  
3 identity thereof.
- 1 5. The method of claim 1, wherein the network includes the Internet.

- 1 6. The method of claim 1, wherein the entertainment media outlets, the  
2 entertainment media distributor, and the entertainment media supplier each  
3 forecast utilizing the data.
- 1 7. A system for managing an entertainment media supply chain utilizing a network,  
2 comprising:
  - 3 a) logic for receiving data from a plurality of entertainment media outlets of an  
4 entertainment media supply chain utilizing a network, the data relating to the sale  
5 of entertainment media by the entertainment media outlets;
  - 6 b) logic for generating an electronic order form based on the data for ordering  
7 entertainment media from an entertainment media distributor of the entertainment  
8 media supply chain;
  - 9 c) logic for transmitting the data to the entertainment media distributor of the  
10 entertainment media supply chain utilizing the network;
  - 11 d) logic for transmitting the data to an entertainment media supplier of the  
12 entertainment media supply chain utilizing the network; and
  - 13 e) logic for forecasting activity in the entertainment media supply chain utilizing the  
14 data.
- 1 8. The system of claim 7, wherein the data is parsed to match each of a plurality of  
2 entertainment media distributors and entertainment media suppliers.
- 1 9. The system of claim 8, wherein the data is made accessible to the entertainment  
2 media outlets, the entertainment media distributor, the entertainment media  
3 supplier via a network-based interface.
- 1 10. The system of claim 9, wherein the data is accessible to the entertainment media  
2 distributor and the entertainment media supplier only after verification of an  
3 identity thereof.
- 1 11. The system of claim 7, wherein the network includes the Internet.

1 12. The system of claim 7, wherein the entertainment media outlets, the entertainment  
2 media distributor, and the entertainment media supplier each forecast utilizing the  
3 data.

1 13. A computer program product for managing an entertainment media supply chain  
2 utilizing a network, comprising:

3 a) computer code for receiving data from a plurality of entertainment media outlets  
4 of an entertainment media supply chain utilizing a network, the data relating to  
5 the sale of entertainment media by the entertainment media outlets;

6 b) computer code for generating an electronic order form based on the data for  
7 ordering entertainment media from an entertainment media distributor of the  
8 entertainment media supply chain;

9 c) computer code for transmitting the data to the entertainment media distributor of  
10 the entertainment media supply chain utilizing the network;

11 d) computer code for transmitting the data to an entertainment media supplier of the  
12 entertainment media supply chain utilizing the network; and

13 e) computer code for forecasting activity in the entertainment media supply chain  
14 utilizing the data.

1 14. The computer program product of claim 13, wherein the data is parsed to match  
2 each of a plurality of entertainment media distributors and entertainment media  
3 suppliers.

1 15. The computer program product of claim 14, wherein the data is made accessible  
2 to the entertainment media outlets, the entertainment media distributor, the  
3 entertainment media supplier via a network-based interface.

1 16. The computer program product of claim 15, wherein the data is accessible to the  
2 entertainment media distributor and the entertainment media supplier only after  
3 verification of an identity thereof.

1 17. The computer program product of claim 13, wherein the network includes the  
2 Internet.

1 18. The computer program product of claim 13, wherein the entertainment media  
2 outlets, the entertainment media distributor, and the entertainment media supplier  
3 each forecast utilizing the data.